

SUPERDROME™
IN FRISCO

Superdrome Management Group

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Executive Summary

Premier, nationally recognized program – introduces children to the sport of cycling, and track riding

FREE program, accessible to all – children from all backgrounds participate providing diversity and acceptance

Provides a community service – enables children to participate in a safe, highly supervised, activity that is beneficial to their health and personal development

Encourages an active, health conscious lifestyle

Unique Experience – ride, train, compete at an Olympic Certified facility, under the tutelage of world class athletes and coaches

Promotes personal development and diversity – discipline confidence, leadership, respect, sportsmanship

Highly Successful – more than 1,000 children have participated in the Youth Development program since it's inception in 2003

Opportunity to excel and compete – locally, regionally, nationally, and internationally

The Superdrome Youth Development program is a registered 501(c)3 in the state of Texas

Increase company and brand visibility in a rapidly growing segment

Opportunity to increase company & brand recognition in the community, regionally and nationally

Align your company & brand with a nationally recognized program promoting a healthy lifestyle

Tap into high visibility events associated with a highly successful program

2008 Preliminary Event Participation Schedule

Superdrome Points Series	March – October
Matrix Cup	April
Junior Track Regional	April
Moritz Sprint Series	April, June, July
Frisco Family Fun Ride	July
Junior Track National Championship	August
Superdrome Elite Qualifier	September
NCAA Collegiate Qualifier	September
FCC Track Racing On Speed	September

Youth Development & Junior Racing Programs

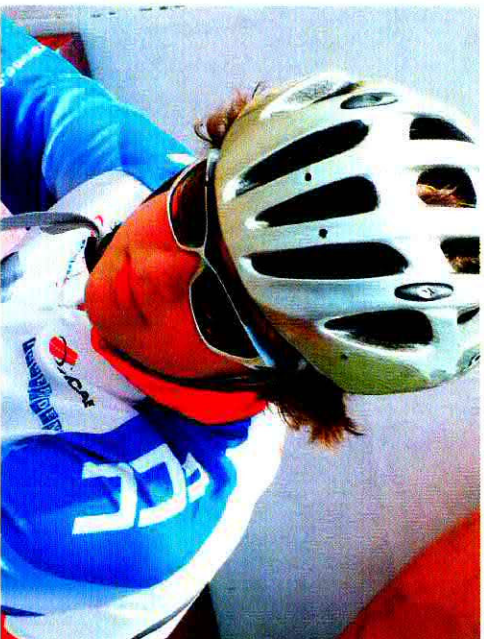


The Superdrome sponsors two FREE programs - the Youth Development and Junior Development Track Racing Programs - providing children with the opportunity to learn to ride, and race, on a velodrome.

The purpose of the programs is to create premier, nationally recognized, track riding and racing programs enhancing the athletic, psychological and physical development of children and teenagers in the North Texas Regional Area. Our highly trained staff, consisting of world-class cyclists and coaches, creates a positive, nurturing environment which enables children to face and overcome obstacles, and to experience the excitement and sense of accomplishment that comes with learning to ride a velodrome on a fixed gear track bike. Under the attentive, and watchful, eye of our coaches, children will learn the skills required to master track riding, while concurrently acquiring important life skills as - commitment, confidence, discipline, leadership, respect, and sportsmanship.

For children interested in racing, the Superdrome Junior Racing Program provides a vehicle to train and compete locally, regionally and internationally. Our close affiliation with USA Cycling and the American Track Racing Association, enables many youngsters to excel, and graduate from our program – potentially leading to selection for the U.S. National Team representing our country in World Cup, World Championship and Olympic competition.

Program benefits to children & teenagers



Promotes a healthy lifestyle

Excellent cross training for other sports, contributing to the development of – power, speed, increased aerobic capacity, balance, coordination and agility

Cycling helps children to reduce their risk for growing medical issues – childhood obesity, diabetes, and heart disease

With Physical Education programs being eliminated from the curriculum of many education programs, the Superdrome Youth Development Program provides a much needed alternative

FREE program, accessible to all

Any child can participate; free of charge!

Unique Experience

Unique opportunity to participate in the fun, exhilarating, activity of track riding at a world class facility, under the tutelage of world class athletes and coaches – at no charge

Promotes personal development and diversity

Association with Boys & Girls Clubs of America (and other organizations) provides exposure to children from a variety of backgrounds, promoting cultural diversity and acceptance

Reaches important life skills - facing and overcoming obstacles, confidence, discipline, leadership, respect, and sportsmanship

Rewarding – accomplishment through hard work, accept & conquer challenges

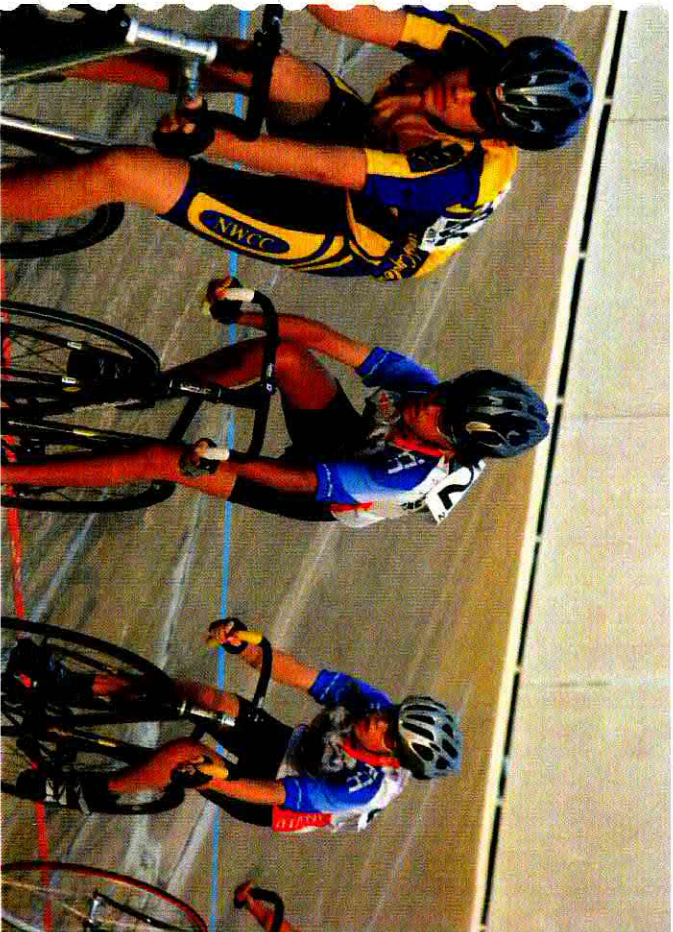
Highly Successful

More than 1,000 children have participated in the program since it's inception in 2003

Many children participating in the program are riding/training at the Superdrome 3-4 days/week, 2-4 hours/day

23 members of the Youth Development Program participated in the 2007 U.S. Junior Track National Championships

Public Relations Activities - 2008



Community Benefits & Events

- 42 Racing events
- Youth program 4 day's a week
- 6 Boy scout troops taking the youth class
- 20 adult classes

- www.superdrome.com
- www.bicycling.com
- www.velodrome.com
- www.velonews.com
- www.fixedgearfever.com
- www.theracingpost.us
- www.raceatira.com
- www.cyclingnews.com

Event/Activity	Month	Press Release Frequency
Annual sponsorship Drive	March	Monthly
Superdrome Points Series	March - October	Monthly – March through October
Matrix Cup Weekend	April	March/April
Junior Track Regional	April	March/April
Moritz Sprint Series	April, June & July	March, April, June, July
Frisco Family Fun Ride	July	June, July
Superdrome Elite Qualifier	September	August, September
NCAA Collegiate & Elite National Qualifier	September	August, September
FCC Track Racing On Speed	September	August, September